

Message Text

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DEPT FOR INR ULIASSI

USIA FOR IOP JAMES MOCERI

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TAGS: PGOV, PINT, SCUL, IT

SUBJECT: MILAN PROVINCIAL D.C.: PARTY IMAGE, LEADERSHIP TRAINING AND
OPINION

1. MILAN PROVINCIAL CHRISTIAN DEMOCRATIC OFFICIALS IN HOPE
OF BUILDING FOR COMEBACK AFTER JUNE 15 ELECTORAL REVERSES
ARE TAKING NEW LOOK AT NEED FOR GAUGING PUBLIC OPINION THRU
POLLS, IMPROVING PARTY IMAGE, MORE RIGOROUSLY SELECTING AND
TRAINING PARTY OFFICIALS AND TAKING FRESH PLUNGE INTO
POPULIST, GRASS-ROOTS ACTIVITIES.

2. TWO PROVINCIAL PARTY OFFICIALS, LUIGI BARUFFI (HEAD OF
PUBLIC AFFAIRS DEPT.) AND CARLO CARLI CALLED ON CONGEN TO
OUTLINE THEIR MANDATE IN ABOVE AREAS AND ENGAGE OUR SUPPORT
FOR THEIR EFFORTS. THEY SAY D.C. WILL DEVOTE SPECIAL
ATTENTION TO IMPROVING PARTY IMAGE AND MEASURING PUBLIC
OPINION, BOTH BY THEIR OWN ADMISSION, NEGLECTED AREAS. AS
INITIAL STEP THEY ARE IN PROCESS OF COPILING AND ANALYZING
ALL AVAILABLE POLITICAL AND SOCIAL ATTITUDINAL SURVEYS OF
ITALIAN PUBLIC OPINION TAKEN OVER PAST TWO DECADES, AND HAVE
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ALREADY PRODUCED IMPRESSIVE PRELIMINARY POST-MORTEM OF JUNE

ELECTIONS BASED ON AVAILABLE POLLS. BUT TO ADVANCE PROJECT AND PROVIDE PERSPECTIVE THEY SEEK ADDITIONAL DATA EITHER IN FORM OF USG OR UNIVERSITY OR OTHER PRIVATE AMERICAN ATTITUDINAL RESEARCH DONE IN PAST ON ITALY.

3. IN ORDER TO BE RESPONSIVE CONGEN REQUESTS COPIES OF ALL AVAILABLE U.S.-CONDUCTED OPINION RESEARCH EITHER SQUARELY FOCUSED ON ITALY (EVEN IF ONLY FOREIGN POLICY CONCERNS) OR ON ITALIAN PUBLIC OPINION IN WIDER EUROPEAN CONTEXT. FURTHER REQUEST FILE OF FAR SERIES FOR PAST THREE YEARS OR SO AS WELL AS ANY RELEVANT PRIVATE RESEARCH. FYI: CARLI NOTED ATTITUDINAL STUDIES ON ITALY CONDUCTED BY PRINCETON AND EITHER MICHIGAN OR OHIO UNIVERSITIES IN RECENT YEARS.

4. BESIDES NEW D.C. INTEREST IN POLLING, BARUFFI AND CARLI CONSIDERING POSSIBILITY OF ENGAGING SERVICES OF PUBLIC RELATIONS FIRM (POSSIBLY AMERICAN) TO HELP REFURBISH PARTY IMAGE AND ASSIST IN PLANNING FUTURE CAMPAIGN STRATEGY AT LOCAL LEVEL.

5. A THIRD D.C. RENEWAL THEME RELATED TO EFFORT TO IDENTIFY AND TRAIN PARTY LEADERS AND ESPECIALLY OFFICIALS OF STATE-RUN ENTERPRISES. WHILE WE STRESSED THAT U.S. POLITICAL LEADERS ARE RARELY, IF EVER, "TRAINED" IN FORMAL SENSE, WE DID CITE EXAMPLES OF BROOKINGS AND HARVARD INSTITUTE OF POLITICS AS TWO LINKS BETWEEN POLITICAL LEADERSHIP AND ACADEMIC COMMUNITY. BARUFFI AND CARLO BOTH EXPRESSED INTEREST IN OUR IDEA OF ORGANIZING PARTY-FUNDED TEN DAY U.S. VISIT, FACILITATED BY DEPARTMENT FOR FIRSTHAND LOOK AT SUCH INSTITUTIONS.

6. FINALLY, IN IMITATION OF COMMUNIST FESTA DELL'UNITA', PROVINCIAL D.C. IS ATTEMPTING TO LAUNCH SERIES OF SOME 150 SMALLTOWN MILAN AREA FESTIVITES.FINA

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